

Senior Research Executive - Qualitative

Department: Qualitative
Location: Suite 302, Cayan Business Centre, Tecom 3, Dubai
Reports to: Qualitative Research Director/Associate Research Director
Hours: Full Time (40hrs)

Overall objective

With a significant level of experience and expertise gained through prior roles, the SRE's primary role is to independently manage small and medium-sized research projects from A-Z and assist in the management of larger, more complex studies. SREs also begin to take a more active role in mentoring and teaching more junior staff and in engaging and consulting clients.

Key responsibilities

Business development

- Support business development activities through helping to prepare credentials presentations and assisting in presenting these to clients, being an active participant in pitch meetings, etc.
- Be involved in proposal brainstorming sessions and offer constructive solutions
- Write sections of a large proposal or an entire proposal for small and medium-sized projects with minimal guidance
- Operate with a strong commercial awareness in order to minimise exposure and ensure quality business is being generated and retained
- Effectively cost projects and different project components with guidance

Project design

- Take client briefs alongside more senior researchers and understand what information is required from clients for proper project design. Begin to take briefs independently for smaller projects, demonstrating ability to confidently and competently make initial recommendations to clients
- Design simple studies independently and more complex studies with guidance – be able to identify/recommend optimal methodologies and sampling frames to meet client objectives
- Review/provide feedback on screening questionnaires developed by more junior staff (and develop these independently when required)
- Produce effective discussion guides for simple and more complex projects with minimal guidance (for offline and online projects) – including appropriate questions and techniques in order to meet the research objectives

Project management & client servicing

- Co-ordinate and manage small to medium size projects independently from A-Z
- Be comfortable with being one of the key client contacts on any given project, involving high levels of client liaison/interaction via telephone, email & face-to face
- Delegate appropriate tasks to more junior members of staff and supervise the execution of these tasks (where relevant)
- Manage external recruitment agencies through the recruitment process
- Supervise fieldwork and take the lead on client servicing during fieldwork
- Monitor costs and authorise invoices, highlight and discuss with more senior staff any possible discrepancies between budgeted and actual costs

Moderation

- Be able to take the lead on moderation of small and medium sized projects

- Be confident in running various types of consumer interactions (IDIs, FGDs, Ethnos, Online Forums, etc.) for a spread of objectives (creative testing, consumer research, NPD, brand development, co-creation, etc.)
- Be aware of and comfortable with a wide range of projective and creative questioning techniques – have a confident ability to explain their purpose and benefits to clients

Analysis & reporting

- Take ownership of analysis for most projects – be able to demonstrate deeper thinking and insightful interpretation of data
- Lead de-briefing/brainstorming workshops following fieldwork to fuel the analysis process
- Write topline summary reports independently/with minimal guidance
- Write good drafts of full reports where real intuitive/higher level thinking is demonstrated in addition to clear idea organization
- Grow experience presenting to clients alongside other team members – present entire sections of reports for more complex studies or full reports for simpler/smaller studies

Online qualitative (additional responsibilities)

- Understand online qualitative software and how to run projects online – be able to independently set up and run an online qualitative project
- Understand online panel recruitment and work effectively with the quantitative team to check feasibility of online recruitment and conduct online survey screeners

Subject knowledge

- Be familiar with ESOMAR standards and protocols
- Undertake training courses as required for further development

Personal & team management & development

- Build a strong day to day working relationship with the different operational departments to ensure smooth project execution
- Take personal and proactive responsibility for own development
- Possess strong ability to proactively plan and schedule own work and deliver to deadlines
- Begin mentoring more junior colleagues

Skills required

- Excellent interpersonal skills – ability to positively interact and communicate with a variety of personalities and nationalities
- Organized with great project management skills and attention to detail
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent written, oral and electronic communication skills in English and ideally Arabic – clear and organized writing style with a good working knowledge of English grammar and spelling a must as well as the ability to synthesize complex findings into clear research stories
- Strong computer and Internet skills
- Excellent command of Microsoft Suite, especially PowerPoint and Word
- Excellent critical thinking and problem solving skills
- Problem-solver - ability to solve problems in a rational, clear-sighted way
- Ability to plan and execute multiple tasks - prioritizing effectively and meeting deadlines

Personal attributes

- Takes initiative, proactive – ‘take-charge’ attitude
- Disciplined, focused
- Curious and open-minded about the world and passionate about research, learning and psychology

- Loves technology and is not afraid to explore and work with new systems
- Creative and entrepreneurial – loves to think about and offer new ideas
- Positive and pleasant disposition
- Professional behaviour and attitude
- Flexible – willing to work later hours and overtime when required

Experience required

- Experience in the region a plus – knowledge of Middle Eastern and North African markets and cultures
- At least 2 years qualitative research experience
- Must have moderated a substantial number of groups (approximately 50 focus groups)

Education and qualifications

- Educated up to at least degree level
- Desire to build a career in a marketing related field

Career advancement

To be considered for the next level (RM), the SRE must have:

- Obtained significant exposure to different qualitative methodologies, sectors and study types
- Demonstrated his/her ability to independently manage medium-large studies from A-Z (across all components) to a high level of quality while proving strategic and critical thinking ability
- Begun to take a proactive and consultative role in managing clients and client relationships
- Demonstrated an ability to build and retain business with key client accounts – as the primary contact with these accounts
- Begun to build a good commercial understanding
- Proven his/her ability to take on and fulfil the responsibilities of the next level

All YouGov employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

To apply please send your CV and cover letter to Saqi.Sheikh@yougov.com